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ABSTRACT

The reasons why academically qualified prospective students offered admission to Shippensburg State College for the fall semester 1978-79 did not matriculate were studied. Study goals were to determine factors that may have influenced their decision, identify the colleges and universities chosen by the students and the reasons for their choice, and to assess the effects of the college's recruitment and admissions policies and practices upon prospective students. Students who were offered admission and did not matriculate (773 first-time freshmen and 73 transfer students) were mailed a questionnaire. Usable responses were obtained from 41 prospective transfer students and 426 prospective first-time freshmen. The following information was obtained from the application forms of students not matriculating: sex, program applied for, high school rank in class, College Entrance Examination Board Scholastic Aptitude Test scores, and county of origin. First-time freshmen who matriculated elsewhere cited the following reasons: impressed with the quality of the program or the scholastic reputation of the school, impressed with the buildings and campus, preferred to attend a college closer to home, selected an area of study not available at Shippensburg, and preferred a larger school. A sample questionnaire is included. (SW)

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A Study of No-Shows

September 1978

Office of
Institutional
Planning and Research

Shippensburg
State College

HE 012 739

A STUDY OF PROSPECTIVE STUDENTS WHO DECLINED THE OFFER TO ATTEND SHIPPENSBURG STATE COLLEGE IN SEPTEMBER 1978

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September, 1979

Shippensburg State College
Shippensburg, Pennsylvania

JUN 9 1980

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SUMMARY OF FINDINGS

- Since 1969 an average of 1,261 students annually accepted the offer of admission to Shippensburg for a "yield rate" of 61 percent. Conversely, an average of 39 percent annually of those students offered admission over the same ten-year period declined the offer of admission.
- In September 1978, 773 prospective first-time freshmen and 73 prospective transfer students were offered admission to the college but failed to matriculate.
- There was no significant difference in high school rank or CEEB SAT scores between all prospective first-time freshmen and first-time freshmen who matriculated at Shippensburg in September.
- Sixty-five percent of the prospective first-time freshmen who responded to the questionnaire were from the 15-county area from which the college draws most of its undergraduate students.
- Four hundred twenty-six (426) prospective first-time freshmen who responded to the questionnaire have matriculated at another college or university, with 80 percent attending a school in Pennsylvania and almost half of these attending another state-owned college or university.
- Half of the prospective first-time freshmen who matriculated elsewhere ranked Shippensburg neither first nor second among their choices but stated that it was but one of several schools they were considering.
- Impressed with the quality of the program or the scholastic reputation of the school, impressed with the buildings and campus, preferring to attend a college closer to home, selecting an area of study not available at Shippensburg, and preferring a larger school are the reasons offered most frequently by all prospective first-time freshmen who matriculated at a college or university other than Shippensburg.
- Impressed with the quality of the program or the scholastic reputation of the school and preferring to attend a college closer to home are the reasons offered most frequently by prospective transfer students who matriculated at a college or university other than Shippensburg.

- Fifty-eight percent of the prospective first-time freshmen and 66 percent of the prospective transfer students who matriculated elsewhere did visit Shippensburg at least once prior to making their decision not to attend.
- The desire to work rather than to enter college, planning to marry, and losing interest in attending college are the reasons offered most frequently by prospective first-time freshmen who chose not to attend any postsecondary education institution.

INTRODUCTION

Shippensburg State College, like many other colleges and universities across the country, spends a great deal of time and money to attract qualified applicants to this public four-year college in southcentral Pennsylvania. Recruitment activities regularly include visits to high schools in Pennsylvania and in states in the northeastern part of the country. Participation in college nights and college fairs now exceeds 85 such programs annually. Academic departments host career day programs, and faculty are becoming regularly involved in student recruitment activities. More and more students are invited to the campus for personal interviews and campus tours. The result is that the College is able to continue to attract academically-qualified applicants, and the size of both the freshmen class and the total undergraduate enrollment is not declining appreciably.

Given the portent of a decline in the number of traditional 18-year old college-bound students in the 1980's and in spite of the expressed desire to maintain stable if not somewhat increased enrollments at Shippensburg during the next decade, the College cannot rest on its laurels. Students will not apply automatically to Shippensburg, and the competition for students will increase dramatically as the size of the applicant pool diminishes. Therefore, all aspects of the admissions program must be reviewed and evaluated regularly to identify and to capitalize upon those factors which will ensure a continuing flow of applicants.

One of the troublesome areas of the admissions program is the rather large number of academically-qualified prospective students each year who decline the offer of admission to Shippensburg and enroll elsewhere. The reasons suggested both by faculty and administrators as to why these students select other colleges and universities over Shippensburg are based upon anecdotal evidence - that these students perceive the other schools as having a better scholastic reputation and better academic programs than Shippensburg; that Shippensburg is not a first choice college but is used as a "fall-back" for those who make multiple applications; and that most of these prospective students attend either a more prestigious private college in or out-of-state or one of the larger state-related universities such as The Pennsylvania State University.

In 1977, the Office of Institutional Planning and Research conducted the first extensive study of "no-shows"[1] at Shippensburg State College [6]. A summary of the findings of this initial study is found in the appendices. After a review of the findings, the original questionnaire was revised and a study was conducted again in 1978-79 of prospective students who declined the offer to attend Shippensburg in September 1978.

Purpose

As was the case with the initial study, the purpose of this present study is to determine why academically-qualified prospective students who were offered admission to Shippensburg for the fall semester 1978-79 did not matriculate. Specifically, the study attempts (1) to determine those factors which may have influenced the decision of prospective students not to matriculate, (2) to determine at which colleges and universities prospective students did enroll and why, and (3) to assess generally the effects of the college's recruitment and admissions policies and practices upon prospective students. The results of this study may assist the college in reviewing and modifying, where necessary, its recruitment and admissions program, thereby encouraging more academically-qualified prospective students to consider matriculating at Shippensburg.

Background

From September 1969 through September 1978, an average of 2,051 students annually, e.g., first-time freshmen and transfer students, were offered admission to Shippensburg. Of that number, an average of 1,261 students annually accepted the offer of admission and actually enrolled at the college. This represents an average "yield rate"[2] of 61 percent (see table 1). Although one cannot account for the validity of its figures and it certainly is not a primary source, a 1978 article in Time magazine suggests that a yield rate in excess of 50 percent is "better than average" [11]. Therefore, these figures suggest that Shippensburg has a yield rate well above the "acceptable" rate quoted in the Time article.

Conversely, the average percentage of no-shows annually over the same

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[1] Those students offered admission to the college but who failed to register.

[2] Ratio between total number of students offered admission and total number who actually enrolled.

TABLE 1

OFFERS OF ADMISSION, REJECTIONS, AND APPLICANTS ENROLLED
TERM I 1969-70 THROUGH SEMESTER I 1978-79[a]

	Completed Applications Received	Offered Admission	Applications Cancelled[b]	Applications Withdrawn[c]	Applicants Rejected	Applicants Enrolled	Yield Rate[d]	No-Shows
1969-70	2940	1857 (63)	---	---	1083	1202	65%	35%
1970-71	2777	1664 (60)	---	---	1113	1058	64%	36%
1971-72	2966	2027 (68)	---	---	939	1218	60%	40%
1972-73	2443	1770 (72)	206	477	673	1087	61%	39%
1973-74	2383	2008 (84)	203	510	375	1295	64%	36%
1974-75	2316	1965 (85)	208	500	351	1257	64%	36%
1975-76	2630	2179 (83)	239	639	451	1301	60%	40%
1976-77	3106	2582 (83)	454	627	524	1501	58%	42%
1977-78	2908	2266 (78)	131	765	642	1370	60%	40%
1978-79	3243	2192 (68)	135	736	1051	1321	60%	40%
TOTAL	27,712	20,510 (74)	1,576	4,254	7,202	12,610	61%	39%

[a] Admissions Office Annual Reports. Includes first-time freshmen and transfer students.
[b] Students who had accepted the offer of admission and who had already paid the advance registration deposit.
[c] Students who declined or who did not respond to the offer of admission and who did not pay the advance registration deposit.
[d] Ratio between total number of students offered admission and total number who actually enrolled.

10-year period is 39 percent. With the exception of one or two informal surveys conducted by the admissions office over the past few years and the initial no-show study in 1977, little is known of the status of these no-shows. Indeed, one of the most difficult problems facing planners in many colleges and universities is that there is scant information on no-show students. It is not known how or why students make their decisions to enroll in other institutions or to enroll in no institutions at all. It also is not known what other schools or career alternatives are in competition with a particular institution.

Selected studies from several colleges and universities may provide some answers. Raley [8] at the University of Maryland identified four factors that appear to affect a student's choice of a college: (1) factors internal to the institution, e.g., academic reputation or prestige; (2) factors external to the institution, e.g., location of school or closeness to home; (3) human influences outside of the student, e.g., advice from friends or counselors; and (4) personal student factors, e.g., finances. Stordahl [10] in a study done at Northern Michigan University and Riggs [9] at the University of Tennessee at Martin found the main reason students enrolled elsewhere was that they chose an institution closer to home. Riggs also found that financial aid was a main consideration as did Clements [4] of the University of Wisconsin-Stevens Point and Larsen [7] of the University of Tennessee at Knoxville. Academic reputation is cited as a main reason for enrolling elsewhere in a study by Carrington and Sedlacek [2] at the University of Maryland. A study sponsored by the Consortium of Financing Higher Education, an association of 30 high-priced, selective colleges and universities, and cited in the Chronicle of Higher Education, states that when above-average students decide where to apply, an institution's academic reputation was found to outweigh both college costs and student or family income [1].

For those prospective students who did not enroll in any institution, Chrinstensen [3] cites three main factors: (1) the student's ability; (2) the cost of college; and (3) the socio-economic status of parents. Support for these last two factors is found by Clements [4], Carrington and Sedlacek [2] and Riggs [9]. They also found that the main reasons for prospective students not enrolling in any institution were financial.

Procedure

Included in this study are prospective students who were offered admission as first-time freshmen (N=773) or as transfer students (N=73) but who failed to

matriculate in September 1978 (students who applied for and were offered admission to the Act 101 program for educationally and economically disadvantaged students are not included in this study). A two-part questionnaire, a self-addressed stamped envelope, and a cover letter over the signature of the president of the college explaining the purpose and importance of the study were mailed to prospective students identified through available records in the admissions office who either had cancelled or withdrawn their application[3] (appendices). The first page of the questionnaire was completed only by those students who chose not to enroll in any postsecondary education institution. The second part of the questionnaire was completed only by those students who chose to matriculate at another postsecondary education institution. Because of the revision of the questionnaire used in the initial 1977 study, no pretest of the present questionnaire was conducted. The questionnaire was mailed to the total population of no-shows.

The first mailing was made one week before Thanksgiving on the assumption that a large number of students either attending another college or university or employed would be home for the holiday. A second mailing containing the same material and an updated letter from the president of the college was made one week before Christmas on the same assumption. Sixty percent (N=461) of the prospective first-time freshmen and 56 percent (N=41) of the prospective transfer students responded to the questionnaire. Four unusable questionnaires were returned. Thirty-two usable questionnaires were completed by a parent or guardian.

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[3]Students who "cancelled" their application had already paid the advance registration deposit. Students who "withdrew" their application either declined or did not respond to the offer of admission and did not pay the advance registration deposit. The actual total number of prospective students receiving the questionnaire is higher than the figures in Table 1, since those figures were reconciled by the admissions office after this study was initiated.

ACADEMIC QUALIFICATIONS AND DEMOGRAPHY OF NO-SHOWS

In order to compare the academic qualifications of all prospective first-time freshmen who did not matriculate with those who did matriculate at Shippensburg in September 1978, the following information was obtained from the application forms of these no-shows: sex, program applied for at Shippensburg, high school rank in class, College Entrance Examination Board Scholastic Aptitude Test Scores (CEEB SAT's), and county of origin. In the case of transfer applicants, sex, the program applied for, and the institution previously attended are presented.

All Prospective First-Time Freshmen Surveyed

Fifty-six percent (N=431) of the 773 prospective first-time freshmen surveyed are females and 44 percent (N=342) are males compared with 55 percent females (N=613) and 45 percent males (N=508) who matriculated at Shippensburg as first-time freshmen [5]. Three percent (N=24) applied for programs in the arts and humanities, 11 percent (N=85) in the behavioral and social sciences, 28 percent (N=219) in business, 19 percent (N=149) in education and professional studies, and 20 percent (N=156) in mathematics and natural sciences. Eighteen percent (N=140) applied as undeclared students.

The no-shows ranked no higher in their high school class than the matriculated students; 46 percent (N=358) ranked in the upper one-fifth of their class compared with 46 percent (N=472) of the matriculated students. The no-shows had a mean total CEEB SAT score of 970 compared with 975 for matriculated students (see table 2).

Prospective First-Time Freshmen Enrolled Elsewhere

Four hundred twenty-six of the 461 prospective first-time freshmen who responded to the questionnaire are enrolled at other postsecondary education institutions. Fifty-eight percent (N=248) are females and 42 percent (N-178) are males. Four percent (N=18) applied for programs in the arts and humanities, 11 percent (N=47) in the behavioral and social sciences, 29 percent (N=122) in

TABLE 2

ALL PROSPECTIVE STUDENTS OFFERED ADMISSION AS FIRST-TIME FRESHMEN BY SCHOOL SELECTED HIGH SCHOOL RANK, AND MEAN TOTAL SAT SCORES (N=773)

School	Applied No.	Applied %	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	Male No.	Male %	Female No.	Female %	CEEB SAT Total
Arts and Humanities	24	3%	12	50%	8	33%	4	11	46%	13	54%	972
Behavioral and Social Sciences	85	11%	43	51%	30	35%	12	26	31%	59	69%	975
Business	219	28%	110	50%	74	34%	35	118	54%	101	46%	977
Education and Professional Studies	149	19%	60	40%	60	40%	29	39	26%	110	74%	941
Mathematics and Natural Sciences	156	20%	86	55%	46	30%	24	79	51%	77	49%	1,012
Undeclared	140	18%	47	34%	52	37%	41	69	49%	71	51%	944
TOTAL/MEAN	773	100%	358	46%	270	35%	145	342	44%	431	56%	970

business, 18 percent (N=76) in education and professional studies, and 20 percent (N=85) in mathematics and natural sciences. Eighteen percent (N=75) applied as undeclared students. A larger percentage of these students ranked in the upper one-fifth of their high school class than the matriculated students - 49 percent (N=207) to 46 percent (N=472). Their mean total CEEB SAT score was 982 compared with the 975 for matriculated students (see table 3).

Prospective First-Time Freshmen Not Enrolled Anywhere

Thirty-five of the 461 prospective first-time freshmen who responded to the questionnaire are not enrolled in any postsecondary education institution. Sixty percent (N=21) are females and 40 percent (N=14) are males. Three percent (N=1) applied for programs in the arts and humanities, 11 percent (N=4) in the behavioral and social sciences, 20 percent (N=7) in business, 29 percent (N=10) in education and professional studies, and 20 percent (N=7) in mathematics and natural sciences. Seventeen percent (N=6) applied as undeclared students (see table 4).

Although 54 percent (N=9) of these students ranked in the upper one-fifth of their high school class, their mean total CEEB SAT score of 957 was 18 points below that of the 975 for matriculated students.

County of Origin

Sixty-five percent (N=299) of the 461 prospective first-time freshmen who responded to the questionnaire were from the 15 county area from which the college draws most of its undergraduate students (see table 5).

All Prospective Transfer Students Surveyed

Fifty-one percent (N=37) of the 73 prospective transfer students surveyed are females and 49 percent (N=36) are males. Seven percent (N=5) applied for programs in the arts and humanities, 15 percent (N=11) in the behavioral and social sciences, 44 percent (N=32) in business, 18 percent (N=13) in education and professional studies, and 16 percent (N=12) in mathematics and natural sciences (see table 6).

Since data are not readily available in usable form for all transfer students, no comparison of class rank and CEEB SAT scores is presented.

TABLE 3

PROSPECTIVE FIRST-TIME FRESHMEN ENROLLED IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS BY SCHOOL AND DEGREE PROGRAM, HIGH SCHOOL RANK, AND MEAN TOTAL SAT SCORES (N=426)

School and Degree Program	Total Applied	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
School of Arts and Humanities									
Comm Arts (BSEd)	0	0	0	0	0	0	0	0	0
English (BA)	1	0	0	1	100%	0	450	480	930
English (BSEd)	2	0	0	2	100%	0	555	435	990
French (BA)	2	2	100%	0	0	0	490	600	1090
French (BSEd)	0	0	0	0	0	0	0	0	0
German (BA)	2	1	50%	0	0	1	440	440	880
German (BSEd)	1	0	0	0	0	1	422	482	904
History (BA)	3	1	33%	1	33%	1	463	494	957
History (BSEd)	5	2	40%	1	20%	2	422	482	904
Spanish (BA)	1	0	0	1	100%	0	450	540	990
Spanish (BSEd)	0	0	0	0	0	0	0	0	0
Theatre (BA)	1	1	100%	0	0	0	560	600	1160
TOTAL (BA)	10	5	50%	3	30%	2	472	518	990
TOTAL (BSEd)	8	2	25%	3	38%	3	469	481	950
TOTAL for School	18	7	39%	6	33%	5	471	502	973
School of Behavioral and Social Sciences									
Earth & Space Science (BSEd)	0	0	0	0	0	0	0	0	0
Geoenvironmental Studies (BA)	4	2	50%	0	0	2	488	512	1000
Geography Physical (BSEd)	0	0	0	0	0	0	0	0	0
Geography Social (BA)	0	0	0	0	0	0	0	0	0
Government Administration (BA)	3	2	67%	1	33%	0	513	460	973
Political Science (BSEd)	6	3	50%	2	33%	1	498	508	1006
Psychology (BA)	19	8	42%	7	37%	4	474	500	974
Psychology (BSEd)	2	0	0	1	50%	1	455	400	855
Social Science (BSEd)	1	0	0	1	100%	0	450	520	970

TABLE3 -- Continued

School and Degree Program	Total Applied	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
Social Work (BA)	10	6	60%	3	30%	1	469	464	933
Sociology (BA)	3	2	67%	1	33%	0	470	473	943
Urban Studies (BA)	0	0	0	0	0	0	0	0	0
TOTAL (BA)	39	20	51%	12	31%	7	477	487	964
TOTAL (BSEd)	9	3	33%	4	44%	2	483	485	968
TOTAL for School	48	23	48%	16	33%	9	479	488	967
School of Business									
Accounting (BSBA)	49	28	57%	9	18%	12	442	543	985
Accounting (BSEd)	2	0	0	2	0	0	410	530	940
Auto Data Processing (BSEd)	0	0	0	0	0	0	0	0	0
Behavioral Management (BSBA)	0	0	0	0	0	0	0	0	0
Economics (BA)	4	0	0	4	100%	0	448	452	900
Finance (BSBA)	12	1	8%	10	83%	1	448	533	981
Labor Relations (BSBA)	0	0	0	0	0	0	0	0	0
Management (BSBA)	34	23	68%	8	23%	3	471	535	1006
Marketing (BSBA)	12	6	50%	4	33%	2	468	505	973
Marketing (BSEd)	0	0	0	0	0	0	0	0	0
Office Administration (BSOA)	4	2	50%	2	50%	0	443	480	923
Real Estate (BSBA)	2	1	50%	1	50%	0	365	545	910
Secretarial (BSEd)	2	0	0	1	50%	1	375	375	750
Transportation (BSBA)	1	0	0	1	100%	0	530	460	990
TOTAL (BA)	4	0	0	4	100%	0	448	452	900
TOTAL (BSBA)	110	59	54%	33	30%	18	454	534	988
TOTAL (BSEd)	4	0	0	3	75%	1	392	452	844
TOTAL (BSOA)	4	2	50%	2	50%	0	443	480	923
TOTAL for School	122	61	50%	42	34%	19	451	527	978

TABLE 3 -- Continued

School and Degree Program	Total Applied	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
School of Education & Professional Studies									
Administration of Justice (BS)	6	0	0	4	67%	2	422	461	883
Communication/Journalism (BA)	34	12	35%	15	44%	7	487	510	997
Elementary Education (BSEd)	28	12	43%	11	39%	5	460	488	948
Library Science (BSEd)	7	4	57%	0	0	3	497	500	997
Radio/TV (BA)	0	0	0	0	0	0	0	0	0
TOTAL (BA)	34	12	35%	15	44%	7	487	510	997
TOTAL (BS)	6	0	0	4	67%	2	422	461	883
TOTAL (BSEd)	35	16	46%	11	31%	8	467	490	958
TOTAL for School	75	28	39%	30	41%	17	472	498	970
School of Mathematics & Natural Sciences									
Biology (BS)	21	14	67%	3	14%	4	479	543	1022
Biology (BSEd)	0	0	0	0	0	0	0	0	0
Chemistry (BA)	8	7	88%	1	12%	0	518	601	1119
Chemistry (BSEd)	0	0	0	0	0	0	0	0	0
Computer Science (BS)	21	12	57%	5	24%	4	467	605	1072
Mathematics (BA)	8	5	63%	2	25%	1	449	590	1039
Mathematics (BSEd)	1	1	100%	0	0	0	320	580	900
Medical Technology (BA)	16	14	88%	1	6%	1	470	531	1001
Physics (BA)	0	0	0	0	0	0	0	0	0
Physics (BSEd)	0	0	0	0	0	0	0	0	0
Pre-Engineering (BA)[a/]	10	4	40%	5	50%	1	473	573	1046
TOTAL (BA)	42	30	71%	9	21%	3	476	565	1041
TOTAL (BS)	42	26	62%	8	19%	8	473	574	1047
TOTAL (BSEd)	1	1	100%	0	0	0	320	580	900
TOTAL for School	85	57	67%	17	20%	11	473	569	1042

TABLE 3 -- Continued

School	No.	%	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
Arts and Humanities	18	4%	7	39%	6	33%	5	471	502	973
Behavioral and Social Sciences	48	11%	23	47%	16	34%	9	479	488	967
Business	122	29%	61	50%	42	34%	19	451	527	978
Education & Professional Studies	75	18%	28	39%	30	41%	17	472	498	970
Mathematics & Natural Sciences	85	20%	57	67%	17	20%	11	473	569	1042
Undeclared	75	18%	30	40%	27	36%	18	451	501	952
TOTAL	423[a/]	100%	206	49%	138	33%	79	463	519	982

[a/] Data unavailable on three students.

TABLE 4

PROSPECTIVE FIRST-TIME FRESHMEN NOT ENROLLED ANYWHERE BY SCHOOL AND DEGREE PROGRAM, HIGH SCHOOL RANK, AND MEAN TOTAL SAT SCORES (N=35)

School and Degree Program	Total Applied	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
School of Arts and Humanities									
History (BSEd)	1	0	0	1	0	0	370	490	860
TOTAL (BSEd)	1	0	0	0	0	1	370	490	860
TOTAL for School	1	0	0	0	0	1	370	490	860
School of Behavioral and Social Sciences									
Psychology (BA)	2	1	50%	1	50%	0	490	450	940
Sociology (BA)	2	1	50%	0	0	1	405	445	850
TOTAL (BA)	4	2	50%	1	25%	1	447	448	895
TOTAL for School	4	2	50%	1	25%	1	447	448	895
School of Business									
Accounting (BSBA)	2	0	0	1	50%	1	370	530	900
Auto Data Processing (BSEd)	1	1	100%	0	0	0	410	380	790
Management (BSBA)	2	1	50%	1	50%	0	525	545	1070
Real Estate (BSBA)	1	1	100%	0	0	0	450	510	960
Secretarial (BSEd)	1	1	100%	0	0	0	310	390	700
TOTAL (BSBA)	5	2	40%	2	40%	1	448	532	980
TOTAL (BSEd)	2	2	100%	0	0	0	360	385	745
TOTAL for School	7	4	57%	2	29%	423	490	913	
School of Education and Professional Studies									
Communication/Journalism (BA)	5	3	60%	1	20%	1	510	472	982
Elementary Education (BSEd)	5	3	60%	2	40%	1	475	524	999

TABLE 4 --Continued

School and Degree Program	Total Applied	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
TOTAL (BA)	5	3	60%	1	20%	1	510	472	982
TOTAL (BSEd)	5	3	60%	1	20%	1	475	524	999
TOTAL for School	10	6	60%	2	20%	2	493	498	991
School of Mathematics & Natural Sciences									
Biology (BS)	3	2	67%	0	0	1	550	610	1160
Chemistry (BA)	1	1	100%	0	0	0	440	570	1010
Computer Science (BS)	2	0	0	1	50%	1	350	420	770
Physics (BA)	1	0	0	1	100%	0	340	520	860
TOTAL (BA)	2	1	50%	1	50%	0	390	545	935
TOTAL (BS)	5	2	40%	1	20%	2	470	534	1004
TOTAL for School	7	3	43%	2	29%	2	447	537	984
Undeclared									
TOTAL Undeclared	6	3	50%	1	17%	2	463	512	975

School	Applied No.	Applied %	1/5 No.	1/5 %	2/5 No.	2/5 %	N/A	CEEB SAT V	CEEB SAT M	CEEB SAT Total
Arts & Humanities	1	3%	1	100%	0	0	0	370	490	860
Behavioral & Social Sciences	4	11%	2	50%	1	25%	1	447	448	895
Business	7	20%	4	57%	2	29%	1	423	490	913
Education & Professional Studies	10	29%	6	60%	2	20%	2	492	498	991
Mathematics & Natural Sciences	7	20%	3	43%	2	29%	2	447	537	984
Undeclared	6	17%	3	50%	1	17%	2	463	512	975
TOTAL	35	100%	19	54%	8	23%	8	456	501	957

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TABLE 5

PROSPECTIVE FIRST-TIME FRESHMEN FROM
FIFTEEN-COUNTY AREA (N=299)

County	No.	%	County	No.	%
Adams	5	1%	Franklin	17	4%
Allegheny	3	1%	Lancaster	30	7%
Berks	30	7%	Lebanon	7	1%
Bucks	24	5%	Lehigh	18	4%
Chester	25	5%	Montgomery	46	10%
Cumberland	25	5%	Philadelphia	6	1%
Dauphin	22	5%	York	21	5%
Delaware	20	4%			
			TOTAL	299	65%

TABLE 6

ALL PROSPECTIVE TRANSFER STUDENTS
BY SCHOOL SELECTED (N=73)

School	No.	%
Arts and Humanities	5	7%
Behavioral and Social Sciences	11	15%
Business	32	44%
Education and Professional Studies	13	18%
Mathematics and Natural Sciences	12	16%
TOTAL	73	100%

Prospective Transfer Students Enrolled Elsewhere

Thirty-two of the prospective transfer students who responded to the questionnaire are enrolled at other postsecondary education institutions. Sixty-three percent (N=20) are females and 37 percent (N=12) are males. Nine percent (N=3) applied for programs in the arts and humanities, 22 percent (N=7) in the behavioral and social sciences, 38 percent (N=12) in business, 16 percent (N=5) in education and professional studies, and 16 percent (N=5) in mathematics and natural sciences (see table 7)

Since data are not readily available in usable form for all transfer students, no comparison of class rank and CEEB SAT scores is presented.

TABLE 7

PROSPECTIVE TRANSFER STUDENTS ENROLLED IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS BY SCHOOL AND DEGREE PROGRAM (N=32)

School and Degree Program	Total Applied	%
School of Arts and Humanities		
Communication Arts (BSEd)	1	
History (BA)	2	
TOTAL (BSEd)	1	
TOTAL (BA)	2	
TOTAL for School	3	9%
School of Behavioral and Social Sciences		
Government Administration (BA)	1	
Psychology (BA)	3	
Social Welfare (BA)	1	
Sociology (BA)	1	
Urban Studies (BA)	1	
TOTAL (BA)	7	
TOTAL for School	7	22%
School of Business		
Accounting (BSBA)	5	
Labor Relations (BSBA)	1	
Management (BSBA)	3	
Marketing (BSBA)	1	
Office Administration (BSOA)	1	
Operations Research (BSBA)	1	

TABLE 7 -- Continued

School and Degree Program	Total Applied	%
TOTAL (BSBA)	11	
TOTAL (BSOA)	1	
TOTAL for School	12	38%
School of Education and Professional Studies		
Administration of Justice (BS)	2	
Elementary Education (BSEd)	1	
Journalism (BA)	1	
Library Science (BSEd)	1	
TOTAL (BS)	2	
TOTAL (BA)	1	
TOTAL (BSEd)	2	
TOTAL for School	5	16%
School of Mathematics and Natural Sciences		
Chemistry (BA)	1	
Computer Science (BS)	1	
Medical Technology (BA)	1	
Mathematics (BS)	2	
TOTAL (BA)	4	
TOTAL (BS)	1	
TOTAL for School	5	16%
TOTAL	32	100%

Prospective Transfer Students Not Enrolled Anywhere

Nine (9) of the prospective transfer students who responded to the questionnaire are not enrolled in any postsecondary institution. Forty-four percent (N=4) are females and 56 percent (N=5) are males. Thirty-three percent (N=3) applied for programs in the behavioral and social sciences, 22 percent (N=2) in business, 33 percent (N=3) in education and professional studies, and 11 percent (N=1) in mathematics and natural sciences (see table 8).

Since data are not readily available in usable form for all transfer students, no comparison of class rank and CEEB SAT scores is presented.

TABLE 8

PROSPECTIVE TRANSFER STUDENTS NOT ENROLLED IN ANOTHER INSTITUTION
BY SCHOOL AND DEGREE PROGRAM (N=9)

School and Degree Program	Total Applied	%
School of Behavioral and Social Sciences		
Psychology (BA)	2	
Social Welfare (BA)	1	
TOTAL (BA)	3	
TOTAL for School	3	33%
School of Business		
Accounting (BSBA)	1	
Management (BSBA)	1	
TOTAL (BSBA)	2	
TOTAL for School	2	22%
School of Education and Professional Studies		
Administration of Justice (BS)	1	
Library Science (BSEd)	2	
TOTAL (BS)	1	
TOTAL (BSEd)	2	
TOTAL for School	3	33%
School of Mathematics and Natural Sciences		
Biology (BS)	1	
TOTAL (BS)	1	
TOTAL for School	1	11%
TOTAL	9	100%

Previous Institutions of All Prospective Transfer Students

The majority (N=49) of prospective transfer students (N=73) were from Pennyslvania colleges and universities. Forty percent (N=29) were from one of

Pennsylvania's 14 community colleges, e.g., the Bucks County, Delaware, Harrisburg Area, Lehigh County, Montgomery County, Reading Area, and Northampton County Community Colleges (see table 9).

TABLE 9

PROSPECTIVE TRANSFER STUDENTS: POSTSECONDARY EDUCATION INSTITUTIONS FROM WHICH ALL STUDENTS APPLIED (N=73)

In-State	
State-Owned	
East Stroudsburg State College	2
Kutztown State College	1
Lock Haven State College	1
Slippery Rock State College	1
West Chester State College	1
TOTAL	6
State-Related Commonwealth Universities	
Pennsylvania State University - Mont Alto Campus	1
Pennsylvania State University - York Campus	1
University of Pittsburgh - Johnstown Campus	1
TOTAL	3
Community Colleges	
Bucks County Community College	3
Delaware County Community College	2
Harrisburg Area Community College	13
Lehigh County Community College	2
Montgomery County Community College	5
Northampton County Community College	3
Reading Area Community College	1
TOTAL	29

TABLE 9 -- Continued

Private Colleges and Universities	
Delaware Valley College of Science and Agriculture	2
Geneva College	1
Lebanon Valley College	2
Lycoming College	1
Messiah College	1
York College of Pennsylvania	2
St. Francis College	1
St. Joseph's College	1
TOTAL	11
TOTAL In-State	49
Out-of-State	
Delaware	
Brandywine College	1
Kansas	
Kansas State University	1
Maryland	
Hagerstown Junior College	3
Hood College	1
University of Maryland	3
Michigan	
Adrian College	1
New Jersey	
Burlington County College	1
Caldwell College	1
Centenary College	1
Union College	1
New York	
Dowling College	1
Nassau Community College	1
State University College of New York at Geneseo	1

TABLE 9 -- Continued

North Carolina	
Lenoir Rhyne College	1
University of North Carolina System	1
Virginia	
Mary Washington College	1
Randolph-Macon College	1
Virginia Commonwealth University	1
Virginia Polytechnic Institute and State University	1
West Virginia	
West Virginia Wesleyan College	1
TOTAL Out-of-State	24
TOTAL All Students	73

FINDINGS: PROSPECTIVE FIRST-TIME FRESHMEN PRESENTLY ENROLLED IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS

Fifty-five percent (N=426) of the 773 prospective first-time freshmen surveyed responded that they now are enrolled at another postsecondary education institution. Eighty percent (N=342) of these are attending a school in Pennsylvania. Of those who chose a Pennsylvania school, 46 percent (N=157) are attending one of the other 13 institutions in the Pennsylvania State College and University System with most (N=127) going to Bloomsburg, Indiana, Millersville, and West Chester, respectively. The next largest number (N=78) is attending The Pennsylvania State University (see table 10). The reasons cited most frequently for attending these five schools include being impressed with the scholastic reputation, academic program, or physical aspects of the campus; preferring to attend a college closer to home; selecting an area of study not available at Shippensburg; and preferring a larger school (see table 11). These same reasons also are cited most frequently by all prospective first-time freshmen now attending elsewhere (see table 12).

TABLE 10

PROSPECTIVE FIRST-TIME FRESHMEN PRESENTLY ENROLLED IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS (N=426)

In-State	
State-Owned	
Bloomsburg State College	38
California State College	1
Clarion State College	7
East Stroudsburg State College	2
Indiana University of Pennsylvania	36
Kutztown State College	8
Lock Haven State College	6
Mansfield State College	5
Millersville State College	36
Slippery Rock State College	1

TABLE 10 -- Continued

State-Owned	
West Chester State College	17
TOTAL	157
State-Related Commonwealth Universities	
Pennsylvania State University - Main Campus	57
Allentown Campus	1
Altoona Campus	3
Dubois Campus	1
Hazelton Campus	1
McKeesport Campus	3
Capitol Campus	1
Mont Alto Campus	3
Ogontz Campus	2
Schuylkill Haven Campus	1
York Campus	5
University of Pittsburgh	6
Johnstown Campus	7
Temple University	3
Ambler Campus	1
TOTAL	95
Community and Private Junior Colleges	
Bucks County Community College	2
Delaware County Community College	1
Harrisburg Area Community College	5
Montgomery County Community College	1
Reading Area Community College	1
Keystone Junior College	1
Manor Junior College	1
TOTAL	12

TABLE 10 -- Continued

Private State-Aided Universities	
Drexel University	7
University of Pennsylvania	2
TOTAL	9
Private Colleges and Universities	
Albright College	3
Allegheny College	2
Delaware Valley College of Science and Agriculture	1
Dickinson College	3
Duquesne University	1
Elizabethtown College	4
Franklin and Marshall College	1
Gettysburg College	7
Grove City College	2
Juniata College	3
Lafayette College	1
Lebanon Valley College	2
Lycoming College	2
Marywood College	1
Messiah College	1
Moravian College	3
Muhlenberg College	1
Philadelphia College of Textiles and Science	1
Point Park College	1
Rosemont College	1
St. Francis College	2
St. Joseph's College	1
Susquehanna University	5
Ursinus College	4
Villanova University	3
Washington and Jefferson College	2
Waynesburg College	1
Widener University	1
York College of Pennsylvania	4
TOTAL	64
Other Institutions	
Allentown College of Nursing	1
Cambria-Rowe Business College	1

TABLE 10 -- Continued

Other Institutions	
Central Pennsylvania Business School	1
Lancaster School of Nursing	1
Thompson Institute	1
TOTAL	5

Out-of-State

Arizona	
Arizona State University	1
University of Arizona	3
California	
California State University at Sacramento	1
San Joaquin Delta College	1
University of Southern California	1
Colorado	
United States Air Force Academy	1
Delaware	
Brandywine College	1
University of Delaware	15
Idaho	
University of Idaho	1
Illinois	
Southern Illinois University	1
Maryland	
Allegany Community College	1
Frostburg State College	3
Hood College	1
The Medix School	1

TABLE 10 -- Continued

Massachusetts	
Boston University	1
Northeastern University	1
University of Massachusetts at Amherst	3
Michigan	
Michigan State University	1
Michigan Technological University	1
Missouri	
Missouri Valley College	1
Nebraska	
University of Nebraska	1
New Jersey	
	1
Douglass College	1
Rutgers University	3
New York	
Hunter College	1
New York Institute of Technology	1
Pace University	1
Southampton College	1
St. Bonaventure University	1
State University College of New York at Brockport	1
State University College of New York at Oswego	1
State University of New York at Stony Brook	1
State University of New York at Albany	1
North Carolina	
Elon College	1
Pfeiffer College	1
University of North Carolina at Greensboro	1
North Dakota	
North Dakota State University	1
Ohio	
John Carrol University	1
Marietta College	1

TABLE 10 -- Continued

Ohio University	1
University of Cincinnati	1
University of Dayton	1
Wittenberg University	1
South Carolina	
The Citadel	1
Tennessee	
Austin Peay State University	1
University of Tennessee	1
Texas	
University of Houston	1
Virginia	
George Mason University	1
James Madison University	7
Virginia Commonwealth University	1
Virginia Polytechnic Institute and State University	2
Washington, D.C.	
Trinity College	1
West Virginia	
Davis and Elkins College	1
West Virginia University	1
Wisconsin	
University of Wisconsin - Madison	1
TOTAL	84

Other Countries

Nova Scotia	
Acadia University	1

TABLE 11

PROSPECTIVE FIRST-TIME FRESHMEN: PENNSYLVANIA INSTITUTIONS CITED MOST FREQUENTLY AND REASONS FOR ATTENDING BY SCHOOL OF STUDY SELECTED AT SHIPPENSBURG

Bloomsburg State College

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Preferred to attend a college closer to home	0	0	4	1	0	1	6
Wanted a smaller school	0	0	1	0	0	0	1
Impressed with buildings and other physical aspects of the campus	0	1	2	1	0	1	5
Impressed with the scholastic reputation of the school	0	0	3	2	0	0	5
Impressed with the quality of program in which I enrolled	0	0	11	1	1	0	13
Selected an area of study not available at Shippensburg	0	1	0	0	0	0	1

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TABLE 11 -- Continued

Bloomsburg State College

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Correspondence with college officials at Shippensburg was unsatisfactory	0	0	0	0	0	1	1
Other	0	0	4	1	0	1	6
TOTAL	0	2	25	6	1	4	38

Indiana University of Pennsylvania

Preferred to attend a college closer to home	0	0	0	0	3	0	3
Wanted a larger school	0	0	4	3	0	1	8
Parent(s) wanted me to go there	0	0	0	0	1	0	1

TABLE 11 -- Continued

Indiana University of Pennsylvania

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Friends were going there	1	0	0	0	0	1	2
Impressed with the buildings and other physical aspects of the campus	0	0	1	0	1	0	2
Impressed with the scholastic reputation of the school	0	1	2	0	1	0	4
Impressed with the quality of program in which I enrolled	0	2	2	1	2	0	7
Selected an area of study not available at Shippensburg	0	0	2	0	0	1	3
Received a scholarship	0	0	1	0	0	0	1
Printed material from Shippensburg did not provide an adequate description of what I needed to know	0	1	0	0	0	0	1

TABLE 11 -- Continued

Indiana University of Pennsylvania

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Other	0	0	3	0	0	1	4
TOTAL	0	5	15	4	8	4	36

Millersville State College

Preferred to attend a college closer to home	1	0	2	0	4	5	12
Parent(s) wanted me to go there	0	0	0	1	0	0	1
Impressed with buildings and other physical aspects of the campus	0	1	0	3	2	1	7

TABLE 11 -- Continued

Millersville State College

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Impressed with the scholastic reputation of the school	0	0	0	0	0	1	1
Impressed with the quality of program in which I enrolled	0	1	0	2	2	0	5
Selected an area of study not available at Shippensburg	0	1	0	4	1	0	6
Printed material from Shippensburg did not provide an adequate description of what I needed to know	0	0	0	1	0	0	1
Received admission notification from Shippensburg too late to consider	0	0	0	0	1	0	1
Other	0	0	1	1	0	0	2
TOTAL	1	3	3	12	10	7	36

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TABLE 11 -- Continued

West Chester State College

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Preferred to attend a college closer to home	0	1	1	2	0	1	5
Wanted a larger school	0	0	1	0	0	0	1
Impressed with buildings and other physical aspects of the campus	0	0	0	0	0	1	1
Impressed with the scholastic reputation of the school	0	0	0	0	0	1	1
Impressed with the quality of program in which I enrolled	0	2	0	0	1	0	3
Selected an area of study not available at Shippensburg	0	1	0	0	0	1	2
Received a scholarship	0	0	0	2	0	0	2

TABLE 11 -- Continued

West Chester State College

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
TOTAL	0	4	2	4	1	4	15

The Pennsylvania State University

Preferred to attend a college closer to home	0	1	3	2	3	1	10
Wanted a smaller school	0	0	0	0	0	1	1
Wanted a larger school	0	1	4	4	4	4	17
Parent(s) wanted me to go there	0	0	3	2	0	0	5

TABLE 11 -- Continued

The Pennsylvania State University

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
Impressed with buildings and other physical aspects of the campus	0	2	1	0	0	0	3
Impressed with the scholastic reputation of the school	1	2	2	6	4	1	16
Impressed with the quality of the program in which I enrolled	0	0	4	0	4	1	9
Selected an area of study not available at Shippensburg	0	3	0	1	3	1	8
Received better financial aid from the school than from Shippensburg	0	0	0	0	1	0	1
Received admission notification from Shippensburg too late to consider	0	0	0	0	0	1	1
Other	0	1	3	0	1	3	8

TABLE 11 -- Continued

The Pennsylvania State University

Reasons Cited	Arts and Humanities	Behavioral and Social Sciences	Business	Education and Professional Studies	Mathematics and Natural Sciences	Undeclared	Total
TOTAL	1	10	20	15	20	13	79

TABLE 12

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS CITED MOST FREQUENTLY BY ALL STUDENTS FOR ATTENDING ELSEWHERE (N=426)

Reason Cited	No.	%
Preferred to attend a college closer to my home	80	17%
Wanted a smaller school	17	3%
Wanted a larger school	32	7%
Parent(s) wanted me to go there	11	2%
Friends were going there	5	1%
Impressed with buildings and other physical aspects of the campus	31	7%
Impressed with the scholastic reputation of the school	77	17%
Impressed with the quality of program in which I enrolled:		
Accounting with co-op program (3)		
Advertising art		
Aerospace engineering		
Bio-chemistry		
Biology (3)		
Business administration (20)		
Business education (2)		
Chemistry (2)		
Communication arts (2)		
Elementary education (4)		
Engineering (3)		
Fashion merchandising		
French		
Human services		
Library science		
Marketing (2)		
Math/Computer science (3)		
Mechanical engineering		
Medical career		
Medical technology (3)		
Music education		
Political science		
Pre-dental		
Science		
Secondary math education		
Special education (3)		
Veterinary medicine		
Journalism (7)		
Psychology (3)		
Five-year masters program		
Social welfare		
	77	17%
Selected an area of study not available at Shippensburg:		
Marine biology		
Agricultural economics		
Forestry		
Special education (5)		
Engineering (4)		
Electrical engineering		
Engineering technology		
Fashion merchandising (2)		
Physical education (2)		
French and German		
Human development		
Food service (2)		
Civil engineering		
French with business		
Clinical chemistry		
Bio-chemistry		
Speech and hearing		
Cinematography		
Pharmacy		
Speech therapy		
Computer science with business		
Nursing (3)		
Christian education		

TABLE 12 -- Continued

Reason Cited	No.	%
Law enforcement and corrections Individual and family studies Mine health and safety management	38	8%
Received a scholarship	15	3%
Received better financial assistance from the school than from Shippensburg	15	3%
Chose a less expensive school	8	2%
Printed material from Shippensburg did not provide an adequate description of what I needed to know	2	1%
Correspondence with college officials at Shippensburg was unsatisfactory	2	1%
Received admission notification from Shippensburg too late to consider	3	1%
Other:		
Program I wanted was filled at Shippensburg (2) Not accepted for program in which I planned to enroll (3) Wasn't satisfied with climate or physical environment (7) Better opportunity in athletics at other school (9) Wasn't satisfied with campus atmosphere (8) Wanted a program shorter than four years (4) Could not get a scholarship at Shippensburg (1) Got accepted at school of my first choice (4) Other school has large course selection for undeclared majors (2) Recommendation from outside source (1) Location of family or relatives influenced my decision to go elsewhere (3)		

Shippensburg As A First Choice

Shippensburg was not the first-choice college of the majority of these students who enrolled elsewhere. Eleven percent (N=48) indicated it was their first choice, 39 percent (N=166) indicated it was their second choice, and 50 percent (N=212) indicated Shippensburg was but one of several schools they were considering (see table 13). Students who selected Shippensburg as their first choice did so because of a number of reasons including being impressed with the quality of the program for which they applied or because they were impressed with the scholastic reputation of the college (see table 14).

TABLE 13

PROSPECTIVE FIRST-TIME FRESHMEN: CHOICE OF SSC AND TYPE OF INSTITUTION IN WHICH THE STUDENT EVENTUALLY ENROLLED (N=426)

Type of Institution	First Choice	Second Choice	One of Several I Considered Satisfactory	No.	%
In-State					
State-owned	17	63	77	157	37%
State-related	8	47	40	95	22%
Community and Junior	5	4	3	12	3%
Private state-aided	1	3	5	9	2%
Private colleges and universities	7	23	34	64	15%
Other	0	2	3	5	1%
Out-of-State	10	24	50	84	20%
TOTAL	48	166	212	426	100%

TABLE 14

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS FOR SELECTING SHIPPENSBURG AS THEIR FIRST CHOICE COLLEGE BY STUDENTS WHO ENROLLED ELSEWHERE (N=48)

Reason Cited	No.
Impressed with the scholastic reputation of the college	9
Impressed with the quality of the program for which I applied	14
Close to my home	7
Cost	6
Parental advice	1
Recommendation of high school guidance counselor	0
Impressed with buildings and other physical aspects of the campus	6
Other:	
Grandson of two alumni	
Impressed with professors and program	
Mr. Pittman showed great interest in me	
Wasn't sure what I wanted	
No answer	

Thirty-five percent (N=17) of those who did indicate Shippensburg as their first choice, however, now are attending another state-owned college or university (see table 15). The reasons cited most frequently for attending elsewhere by all students (N=48) who indicated Shippensburg as their first choice include preferring to attend a college closer to home, selecting an area of study not available at Shippensburg, and better financial assistance (see table 16).

TABLE 15

PROSPECTIVE FIRST-TIME FRESHMEN: ENROLLMENT IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS FOR THOSE WHO INDICATED SHIPPENSBURG AS THEIR FIRST CHOICE (N=48)

	In-State
State-Owned	
Bloomsburg State College	2
Clarion State College	3
Indiana University	4
Kutztown State College	1
Lock Haven State College	1
Mansfield State College	1
Millersville State College	4
West Chester State College	1
TOTAL	17
State-Related Commonwealth Universities	
Pennsylvania State University - Main Campus	4
Altoona Campus	1
Dubois Campus	1
McKeesport Campus	1
Schuylkill Haven Campus	1
TOTAL	8
Community and Private Junior Colleges	
Bucks County Community College	1
Delaware County Community College	1
Harrisburg Area Community College	2
Manor Junior College	1
TOTAL	5

TABLE 15 -- Continued

Private State-aided Universities	
Drexel University	1
TOTAL	1
Private Colleges and Universities	
Elizabethtown College	1
Lebanon Valley College	1
Moravian College	1
Susquehanna University	1
Ursinus College	1
Washington and Jefferson College	1
York College of Pennsylvania	1
TOTAL	7

Out-of-State

Arizona	
Arizona State University	1
California	
California State College at Sacramento	1
San Joaquin Delta College	1
Maryland	
Allegany College	1
Frostburg State College	2
Hood College	1
New York	
New York Technological Institute	1
West Virginia	
Davis and Elkins College	1

TABLE 15 -- Continued

Virginia	
James Madison University	1
TOTAL	10

TABLE 16

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS CITED MOST FREQUENTLY FOR ATTENDING ELSEWHERE BY STUDENTS WHO INDICATED SSC AS THEIR FIRST CHOICE (N=48)

Reason Cited	No.	%
Preferred to attend a college closer to my home	15	26%
Wanted a smaller school	3	5%
Wanted a larger school	2	3%
Parent(s) wanted me to go there	4	7%
Friends were going there	0	0
Impressed with buildings and other physical aspects of the campus	2	3%
Impressed with the scholastic reputation of the school	4	7%
Impressed with the quality of program in which I enrolled: Journalism, Math/Computer science, Music education, Fashion merchandising	4	7%
Selected an area of study not available at Shippensburg: Special education (2), Computer science with business, Fashion merchandising, Nursing, Engineering, Engineering technology, Food service	8	15%
Received a scholarship	2	3%
Received better financial assistance from the school than from Shippensburg	5	9%
Chose a less expensive school	3	5%
Printed material from Shippensburg did not provide an adequate description of what I needed to know	0	0

TABLE 16 -- Continued

Reason Cited	No.	%
Received admission notification from Shippensburg too late to consider	0	0
Other:		
Better baseball program at Mansfield Did not get accepted in business, instead in education Parents moved to California Accounting was filled at SSC Decided to work and take night classes The difference between SSC and Frostburg was like night and day	6	10%

Basis for Perceptions About Academic Programs and Scholastic Reputation of Other Institutions

The 164 students who checked either item "g" - impressed with the scholastic reputation of the school or "h" - impressed with the quality of the program in which I enrolled in question five as the one factor most influential in their decision to enroll elsewhere were asked to check the one factor upon which they felt these perceptions were based. Fifty-nine percent (N=97) stated their perception was based upon personal knowledge of that school's scholastic reputation and quality of its academic program. Fourteen percent (N=23) stated their perception was based upon the results of their visit to the other campus. Ten percent (N=17) indicated their perception about the other school was based upon the recommendation of the high school guidance counselor (see table 17).

TABLE 17

PROSPECTIVE FIRST-TIME FRESHMEN: BASIS FOR PERCEPTIONS ABOUT ACADEMIC PROGRAMS AND SCHOLASTIC REPUTATION OF OTHER INSTITUTIONS

Reason Cited	No.
Personal knowledge of that school's scholastic reputation and quality of academic programs	97
Parental advice	5
Recommendation of high school guidance counselor	17

TABLE 17 -- Continued

Reason Cited	No.
College/university publications	13
Campus visit	23
Other:	
Several different sources	
Impressed with the success of Trinity alumni	
College night at high school	
Talking to administrators	
Millersville is closer to hospitals for med tech program	
Did not offer a combined French and business program	
Met with university personnel	
More to offer at Penn State - curriculum and social	
Indiana less expensive	

Campus Visits

Fifty-eight percent (N=247) indicated that they had visited the Shippensburg campus at least once. Over half of these students visited on their own and did not participate either in personal or group interviews or special programs sponsored by academic departments (see table 18). Eighteen percent (N=45) of these students indicated that the campus visit did influence their decision to attend elsewhere for the reasons cited in Table 19.

TABLE 18

PROSPECTIVE FIRST-TIME FRESHMEN: CIRCUMSTANCES UNDER WHICH THEY VISITED THE SSC CAMPUS (N=247)

Reason for Visit	No.	%
Personal interview in admissions office	69	25%
Group interview sponsored by the admissions office	28	10%
Special program sponsored by an academic department, i.e., physics day, psychology day, math/computer science day, elementary education day, etc.	31	11%
Was on campus for an athletic, social or cultural activity	73	27%
Visited on my own and did not meet with any administrators, faculty or students	75	27%

TABLE 19

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS CITED FOR ATTENDING ELSEWHERE AS A RESULT OF THE VISIT TO THE CAMPUS (N=45)

Reason Cited	No.
Decided other school had better program	3
Just liked the atmosphere of the other campus more	3
Did not like physical setting, i.e., dorms, buildings, campus layout, etc.	12
Did not like location of school	6
Preferred a college closer to home	1
Athletic reasons	3
Other school more hospitable, friendly	3
Preferred smaller school	1
Preferred larger school	5
Tour guides were "poor"	4
Other:	
Social reasons, i.e., student problems, social life (2)	
Scholarship elsewhere	
Snow	

FINDINGS: PROSPECTIVE TRANSFER STUDENTS PRESENTLY ENROLLED IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS

Seventy-eight percent (N=32) of the 41 prospective transfer students who responded to the questionnaire now are enrolled in other postsecondary education institutions. Sixty-three percent (N=20) are females and 37 percent (N=12) are males. Most are enrolled in a college or university in Pennsylvania with 28 percent (N=9) attending another state-owned college or university (see table 20). The reasons offered most frequently by all prospective transfer students for attending elsewhere include being impressed with the quality of program selected or with the scholastic reputation of the school and preferring to attend a college closer to home (see table 21).

TABLE 20

PROSPECTIVE TRANSFER STUDENTS: PRESENTLY ENROLLED IN OTHER POSTSECONDARY EDUCATION INSTITUTIONS (N=32)

In-State	
State-owned	No.
Bloomsburg State College	2
Clarion State College	1
Indiana University of Pennsylvania	2
Millersville State College	2
West Chester State College	2
TOTAL	9
State-related	
The Pennsylvania State University	1
TOTAL	1

TABLE 20 -- Continued

Community and Private Colleges	No.
Harrisburg Area Community College	2
TOTAL	2
Private Colleges and Universities	
Alvernia College	1
Dickinson College	1
Lasalle College	1
Lebanon Valley College	1
St. Joseph's College	1
Susquehanna University	1
York College of Pennsylvania	1
TOTAL	7
Other Institutions	
York Technical College (sic)	1
TOTAL	1
Out-of-State	
Maryland	
Broad Fording Christian College	1
Hagerstown Junior College	2
Hood College	1
Michigan	
Central Michigan University	1
New Jersey	
Fairleigh Dickinson University	1
Rider College	1

TABLE 20 -- Continued

New Hampshire	No.
University of New Hampshire	1
New York	
State University of New York at Buffalo	1
Virginia	
James Madison University	1
Mary Washington College	1
University of Virginia	1
TOTAL	12

TABLE 21

PROSPECTIVE TRANSFER STUDENTS: REASONS CITED MOST FREQUENTLY BY ALL STUDENTS FOR ATTENDING ELSEWHERE (N=32)

Reason Cited	No.	%
Preferred to attend a college closer to my home	4	13%
Wanted a smaller school	0	0
Wanted a larger school	0	0
Parent(s) wanted me to go there	0	0
Friends were going there	1	3%
Impressed with buildings and other physical aspects of the campus	2	6%
Impressed with scholastic reputation of the school	4	13%
Impressed with the quality of program in which I enrolled:		
Psychology (2) / Accounting (2) / Police science / Communications education / Marketing / Drafting and design / Computer science	9	28%
Selected an area of study not available at Shippensburg	0	0
Received a scholarship	2	6%
Received better financial assistance from the school than from Shippensburg	0	0

TABLE 21 -- Continued

Reason Cited	No.	%
Chose a less expensive school	0	0
Printed material from Shippensburg did not provide an adequate description of what I needed to know	0	0
Correspondence with college officials at Shippensburg was unsatisfactory	1	3%
Received admission notice from Shippensburg too late to consider	0	0
Other:	8	25%
Wanted a school in Virginia		
Want to take courses but realize I lack the time to devote that is necessary to graduate		
I prayed about it and the Lord led me in this direction		
Other school offered credit to raise my GPA		
Financially unable to make the move to Pennsylvania		
Difficult to get off-campus housing		
Employed full-time, attend HACC part-time		
Other school accepted transfer credit		

Shippensburg As A First Choice

Twenty-two percent (N=7) of the transfer students now enrolled elsewhere reported that Shippensburg was their first choice college. Thirty-one percent (N=10) reported Shippensburg was their second choice, and 47 percent (N=15) reported Shippensburg was but one of several schools they were considering. Most students who selected Shippensburg as their first choice did so because they were impressed with the quality of program selected (see table 22).

TABLE 22

PROSPECTIVE TRANSFER STUDENTS: REASONS FOR SELECTING SHIPPENSBURG AS THEIR FIRST-CHOICE COLLEGE BY STUDENTS WHO ENROLLED ELSEWHERE (N=7)

Reason Cited	No.
Impressed with the scholastic reputation of the college	0
Impressed with the quality of the program for which I applied	5
Close to my home	0

TABLE 22 -- Continued

Reason Cited	No.
Cost	0
Parental advice	1
Recommendation of high school guidance counselor	0
Impressed with buildings and other physical aspects of the campus	1
Other	0

The reasons offered for attending elsewhere by prospective transfer students who indicated that Shippensburg was their first choice are listed in Table 23. The small number and the variety of responses suggest no primary reasons for these students deciding to enroll elsewhere.

TABLE 23

PROSPECTIVE TRANSFER STUDENTS: REASONS CITED MOST FREQUENTLY FOR ATTENDING ELSEWHERE BY STUDENTS WHO INDICATED SSC AS THEIR FIRST CHOICE (N=7)

Main Reason	No.
Preferred to attend a college closer to my home	0
Wanted a smaller school	0
Wanted a larger school	0
Parent(s) wanted me to go there	0
Friends were going there	0
Impressed with buildings and other physical aspects of the campus	0
Impressed with the scholastic reputation of the school	0
Impressed with the quality of program in which I enrolled	1
Selected an area of study not available at Shippensburg	0
Received a scholarship	0
Received better financial assistance from the school than from Shippensburg	0
Chose a less expensive school	0
Printed material from Shippensburg did not provide an adequate description of what I needed to know	0

TABLE 23 -- Continued

Main Reason	No.
Correspondence with college officials at Shippensburg was unsatisfactory	1
Received admission notification from Shippensburg too late to consider	0
Other:	
Along with Carnegie-Mellon University's good journalism program, I was financially unable to make the move to Pennsylvania	
Other school offered credit needed to raise my GPA	
Other school accepted my transfer credit	
I'm employed full-time and can attend HACC part-time	
I prayed about it and the Lord led me in that direction	

Basis for Perceptions About Academic Programs and Scholastic Reputation of Other Institutions

The 16 students who checked either item "g" - impressed with the scholastic reputation of the school or "h" - impressed with the quality of the program in which I enrolled in question five as the one factor most influential in their decision to enroll elsewhere were asked to check the one factor upon which they felt these perceptions were based. Fifty-six percent (N=9) stated their perception was based upon personal knowledge of that school's scholastic reputation and quality of its academic programs. The next largest number (N=4) stated their perception was based upon the results of their visit to the campus (see table 24).

TABLE 24

PROSPECTIVE TRANSFER STUDENTS: BASIS FOR PERCEPTIONS ABOUT ACADEMIC PROGRAMS AND SCHOLASTIC REPUTATION OF OTHER INSTITUTIONS

Reason Cited	No.
Personal knowledge of that school's scholastic reputation and quality of academic programs	9
Parental advice	0
Recommendation of high school guidance counselor	0

TABLE 24 -- Continued

Reason Cited	No.
College/university publications	1
Campus visit	4
Other:	
Closer to home Like psychology program at Millersville better	

Campus Visits

Sixty-six percent (N=21) of the 32 prospective transfer students visited the campus at least once prior to making their decision to attend elsewhere. Almost half of these had either personal or group interviews (see table 25). Only three indicated that the campus visit influenced their decision to attend elsewhere.

TABLE 25

PROSPECTIVE TRANSFER STUDENTS: CIRCUMSTANCES UNDER WHICH THEY VISITED THE SSC CAMPUS (N=21)

Reason for Visit	No.
Personal interview in admissions office	7
Group interview sponsored by admissions office	3
Special program sponsored by an academic department, i.e., Physics Day, Elementary Education Day, Psychology Day, Mathematics/Computer Science Day, etc.	0
Was on campus for an athletic, social, or cultural activity	5
Visited on my own and did not meet with any administrators, faculty, or students	4
Other:	
Visited with department chairman (2)	

FINDINGS: PROSPECTIVE FIRST-TIME FRESHMEN NOT ENROLLED IN ANY POSTSECONDARY EDUCATION INSTITUTION

Eight percent (N=35) of the 461 prospective first-time freshmen who responded to the questionnaire now are not enrolled in any postsecondary education institution. Choosing to work rather than attending college, planning to marry, and losing interest in attending college are reasons offered most frequently by all respondents who chose not to attend any postsecondary education institution (see table 26).

TABLE 26

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS CITED MOST FREQUENTLY BY ALL STUDENTS FOR NOT ENROLLING IN ANY POSTSECONDARY EDUCATION INSTITUTION (N=35)

Main Reason	No.	%
I was not admitted to a school of my first choice	1	3%
I could not afford to attend any of the schools to which I was admitted	3	9%
I entered military service	3	9%
I chose to work rather than to enter college	10	29%
I was married or plan to marry	5	14%
I was needed at home	0	0
I became ill	0	0
I lost interest in attending college	4	12%
Other:	8	24%
My family moved (2) The program I wanted to enroll in is better at other schools You offered no on-campus housing Need time to decide if college is right for me		

Shippensburg As A First Choice

Over half (N=19) of these respondents ranked Shippensburg as their first choice. They chose Shippensburg as their first choice college for reasons which include being impressed with the scholastic reputation of the college, the academic programs, and the buildings and other physical aspects of the campus (see table 27). Choosing to work rather than attending college, planning to marry, and losing interest in attending college are the reasons offered most frequently for not attending Shippensburg (see table 28).

TABLE 27

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS FOR SELECTING SHIPPENSBURG AS THEIR FIRST-CHOICE COLLEGE BY STUDENTS NOT ENROLLED IN ANY POSTSECONDARY EDUCATION INSTITUTION (N=19)

Reason Cited	No.
Impressed with the scholastic reputation of the college	4
Impressed with the quality of the program for which I applied	4
Close to my home	3
Cost	1
Parental advice	0
Recommendation of high school guidance counselor	0
Impressed with buildings and other physical aspects of the campus	4
Other:	3
Recommendation from an alumni	
Recommendation from cousin and aunt	
Impressed with student spirit and school size	

TABLE 28

PROSPECTIVE FIRST-TIME FRESHMEN: REASONS CITED MOST FREQUENTLY BY STUDENTS WHO SELECTED SHIPPENSBURG AS THEIR FIRST-CHOICE COLLEGE FOR NOT ENROLLING IN ANY POSTSECONDARY EDUCATION INSTITUTION (N=19)

Reason Cited	No.	%
I was not admitted to a school of my first choice	0	0
I could not afford to attend any of the schools to which I was admitted	2	11%

TABLE 28 -- Continued

Reason Cited	No.	%
I entered military service	2	11%
I chose to work rather than to enter college	6	31%
I was married or plan to marry	4	21%
I was needed at home	0	0
I became ill	0	0
I lost interest in attending college	2	11%
Other:	3	16%
Needed time on my own to think about my future Waiting for results of exams to fulfill visa requirements Attending a travel training school		

Still Planning To Attend College

Over half (N=19) are still interested in attending college in the future, and 47 percent (N=9) indicated they plan to enroll at Shippensburg at a later time.

Evening and Weekend Classes

Twenty-one percent (N=7) of the 35 respondents indicated that they would have enrolled at Shippensburg if the college offered evening or weekend classes to accommodate their schedule.

FINDINGS: PROSPECTIVE TRANSFER STUDENTS NOT ENROLLED IN ANY POSTSECONDARY EDUCATION INSTITUTION

Twenty-two percent (N=9) of the 41 prospective transfer students who responded to the questionnaire now are not enrolled in any postsecondary education institution. Of this number 56 percent (N=5) are males and 44 percent (N=4) are females. The small number and the variety of responses suggest no primary reasons for deciding not to attend any postsecondary education institution (see table 29).

TABLE 29

PROSPECTIVE TRANSFER STUDENTS: REASONS CITED MOST FREQUENTLY BY ALL STUDENTS FOR NOT ENROLLING IN ANY POSTSECONDARY EDUCATION INSTITUTION (N=9)

Reason Cited	No.
I was not admitted to a school of my first choice	0
I could not afford to attend any of the schools to which I was admitted	1
I entered military service	0
I chose to work rather than to enter college	2
I was married or plan to marry	1
I was needed at home	0
I became ill	0
I lost interest in attending college	1
Other:	4
Returned to former school (The Pennsylvania State University)	
Wasn't sure what I wanted to study, stayed at college I'm presently enrolled in	
Moved to Massachusetts	
Turned off by attitudes, actions and sometimes lack of action in response to my inquiries and needs (none of which I felt were excessive) (2)	

Shippensburg As A First Choice

Four of the nine ranked Shippensburg as their first choice primarily because of the quality of the program for which they applied (see table 30). The small number and the variety of responses suggest no primary reasons for deciding not to attend Shippensburg (see table 31).

TABLE 30

PROSPECTIVE TRANSFER STUDENTS: REASONS FOR SELECTING SHIPPENSBURG AS THEIR FIRST-CHOICE COLLEGE BY STUDENTS NOT ENROLLED IN ANY POSTSECONDARY EDUCATION INSTITUTION (N=4)

Reason Cited	No.
Impressed with the scholastic reputation of the college	0
Impressed with the quality of the program for which I applied	2
Close to home	1
Cost	0
Parental advice	0
Recommendation of high school guidance counselor	1
Impressed with buildings and other physical aspects of the campus	0
Other	0

TABLE 31

PROSPECTIVE TRANSFER STUDENTS: REASONS CITED MOST FREQUENTLY BY STUDENTS WHO SELECTED SHIPPENSBURG AS THEIR FIRST-CHOICE COLLEGE FOR NOT ENROLLING IN ANY POSTSECONDARY EDUCATION INSTITUTION (N=4)

Reason Cited	No.
I was not admitted to a school of my first choice	0
I could not afford to attend any of the schools to which I was admitted	1
I entered military service	0
I chose to work rather than to enter college	1
I was married or plan to marry	1
I was needed at home	0

TABLE 31 -- Continued

Reason Cited	No.
I became ill	0
I lost interest in attending college	0
Other:	1
Turned off by attitudes, actions and sometimes lack of action in response to my inquiries and needs (none of which I felt were excessive)	

Still Planning to Attend College

Eighty-nine percent (N=8) of these respondents indicated that they are still interested in attending college in the future. Twenty-five percent (N=2) indicated that they planned to enroll at Shippensburg at a later time.

Evening and Weekend Classes

Seven of the nine respondents indicated that they would not have enrolled at Shippensburg if the college offered evening or weekend classes to accommodate their schedule.

ADDITIONAL COMMENTS TO HELP TO CONTINUE TO IMPROVE THE RECRUITMENT AND ADMISSIONS PROGRAM

All prospective students were asked to respond to the following question: "What additional comments could you make to help us continue to improve the recruitment and admissions program at Shippensburg?"

Prospective First-Time Freshmen Presently Enrolled In Other Postsecondary Education Institutions

Thirty-six percent (N=153) of the prospective first-time freshmen who enrolled elsewhere responded to the question with 97 indicating general satisfaction with the recruitment and admissions process. Sample responses include:

- Good program. Can think of no improvements.
- Your recruitment and admissions program impressed me very much.
- Keep up the good work. Prompt response.
- Campus visit very good. People were great.

Fifty-six respondents expressed dissatisfaction with the recruitment and admissions process. Major concerns or suggestions and the number of responses are as follows:

- Expand number of majors - 12.
- Provide more information through the catalog and guidance counselors - 11.
- Notify students about acceptance at an earlier date - 6.
- Send a representative to "college night" - 5.
- Campus and people should be more personable - 4.
- Provide more adequate financial aid information - 4.
- Have informed tour guides - 3.

The responses from all other students included both positive comments about the recruitment and admissions program and criticisms and suggestions for improvement. A representative sample of their comments follow.

Prospective Transfer Students Presently Enrolled in Other Postsecondary Education Institutions

The recruiting procedure was very good; Penn State just had a better computer science program.

Distance was a problem. Had I not received financial aid at Dickinson, I would be at Shippensburg.

Had I not received adequate financial aid at Hood, I would be at Shippensburg.

Personnel in admissions office were extremely helpful.

More publicity about the college; Shippensburg has the reputation of being a party school.

Add more interesting psychology courses.

Provide more information about the specific programs and extend invitations to meet with faculty.

If a course has already been taken at another school, do not require taking the course again.

Prospective First-Time Freshmen Not Enrolled In Any Postsecondary Education Institution

Best school for recruitment; all questions answered.

Improvement and simplification of pamphlets and catalogs would make choosing a college much easier. Many catalogs are hard to understand and pamphlets lack information about courses offered at your school.

Prospective Transfer Students Not Enrolled In Any Postsecondary Education Institution

None. You responded to my application quickly.

Invite all new students to orientation; issue I.D. cards upon acceptance of admission; do not force transfer students to wait until first week of classes to schedule; and give people their money back when they drop a summer course.

Immediately follow-up to determine why capable and potentially good students have decided to withdraw their application for admittance.

DISCUSSION

Shippensburg's competition at this time for prospective students - both first-time freshmen and transfers - is not necessarily with the more "prestigious" private (independent) colleges and universities, but with the other Pennsylvania state-owned colleges and university, with the Pennsylvania state-related universities, and with out-of-state public and private institutions. Most of the prospective students attending elsewhere remain in Pennsylvania, and almost half of these attend another state-owned college or university such as Bloomsburg, Millersville, West Chester, and Indiana University of Pennsylvania. The next largest number attend The Pennsylvania State University or one of its branch campuses. Finally, one-fifth of those respondents attending elsewhere are enrolled in out-of-state colleges and universities.

There are innumerable variables involved in a student's decision to matriculate at a particular college or university. That the types of prospective students who evenutally matriculated at a private college or university may not be considering Shippensburg as their first or second choice raises the questions of what factors entered into their decision not to consider Shippensburg and what could be done to attract these students. The fact that one-fifth of the respondents have gone out of state - many to public colleges and universities with similar programs but with comparable or lower costs - may not speak well for the image of academic excellence projected by state-owned institutions such as Shippensburg. Further, since the basic fee (tuition) at the 14 state-owned institutions is among the highest in the nation for these types of public institutions, the argument often is posited that the level of Commonwealth support to public higher education is insufficient and that it is cheaper for a student to attend some out-of-state college rather than a school such as Shippensburg. On this point, the results of this study are inconclusive, for only two respondents stated they attended an out-of-state college because it was cheaper. (In both cases, however, the out-of-state tuition at these institutions was more than the in-state fees at Shippensburg.)

These prospective students cite the following reasons most frequently for matriculating elsewhere: impressed with the quality of the program or scholastic reputation of the school, impressed with the buildings and campus, preferring to

attend a college closer to home, selecting an area of study not available at Shippensburg, and preferring a larger school. Generally, these reasons are consistent with some of the factors that appear to affect a student's choice of college identified in previous no-show studies conducted at several colleges and universities over the past few years (see page 4).

The fact that many students indicated they chose a college not unlike Shippensburg because of its perceived scholastic reputation or the quality of its academic programs is, to say the least, sobering indeed. Many faculty feel that the academic programs at Shippensburg are just as good if not better than those at competing institutions. It appears from this study that both parental advice and recommendations from high school guidance counselors do not appear to be significantly instrumental in influencing the student to select a college or university other than Shippensburg. Instead, most respondents state their perceptions are based upon personal knowledge of the school they selected. There needs to be further effort to determine more specifically the bases for students' perceptions about the scholastic reputation and quality of academic programs at Shippensburg. Are their perceptions based upon insufficient or inaccurate information about Shippensburg gained from college publications, contacts with faculty or administrators, comments from friends attending Shippensburg, comments from alumni, etc.? This perception on the part of these prospective students also speaks to the need for the entire college community to work harder to project an image of academic excellence to the general public. On the other hand, however, it is encouraging to note that the students who selected Shippensburg as their first-choice college - even though they eventually enrolled elsewhere - did so because of the perceived quality of the academic programs, the scholastic reputation of the college, its proximity to their home, the impressive campus, and (low) cost, respectively.

Shippensburg prides itself in its well-kept and attractive campus, but the results of this study show that a visit to the campus is no guarantee that the prospective student will matriculate. The majority of prospective students who matriculated elsewhere did visit Shippensburg at least once prior to making their decision not to attend. Many selected the other institutions because they indicated they were impressed with the physical aspects of other campuses. One-fourth of the students who indicated that their reason for attending elsewhere was as a result of the visit to Shippensburg cited, in particular, dissatisfaction with the physical aspects of the campus, i.e., residence halls, layout of the campus, etc. It would be helpful to learn what effect, if any, contacts with faculty or administrators in personal or group admissions interviews, attendance

at special programs sponsored by academic departments, and casual contacts with any member of the college community in the course of the campus visit had upon the prospective first-time freshmen's decisions not to matriculate at Shippensburg.

Most of the prospective students who responded to this study are from the 15-county area from which Shippensburg regularly draws students (see table 5 page 15). Excluding Cumberland and Franklin counties, Shippensburg regularly draws large numbers of students from Berks, Dauphin, Lancaster, and York counties and from the greater Philadelphia area of Bucks, Chester, Delaware, and Montgomery counties. These areas have an abundance of two- and four-year public and independent colleges and universities, and propsective students who indicated a preference to attend a college closer to home likely are attending institutions in these areas.

A cursory review of the responses from prospective students who selected another institution because an area of study was not available at Shippensburg shows that, with very few exceptions, e.g., French, German, chemistry, and law enforcement, Shippensburg does not offer nor plans to offer in the future a major in the other disciplines selected by these students (see table 12 page 37).

Most of those students who preferred to attend a larger school in the state matriculated at The Pennsylvania State University or Indiana University of Pennsylvania.

Financial aid practices are affecting the students' admission - acceptance decision. Almost three-fourths of the students who said they are attending elsewhere because they received "better" financial aid are attending a private college or university. Half of those who said they are attending elsewhere because they received "scholarships" also are attending a private institution.

This finding has implications for further study on the effects of financial aid and "no-need" or merit scholarships on recruiting and retaining students at Shippensburg. The other 13 state-owned colleges and university have generally the same fees and financial aid programs similar to Shippensburg, which are based primarily upon need. It is assumed, therefore, that aid packages for students at these state-owned institutions would not be dissimilar from aid received at Shippensburg. Private colleges, on the other hand, appear to have more of an inclination and greater resources to offer merit scholarships to prospective students. Shippensburg may consider changes in financial aid practices such as expanding financial aid based upon merit as well as increasing work-aid opportunities for academically promising students.

The study also sought to determine if an evening or weekend program of undergraduate classes at Shippensburg would have attracted both prospective first-time freshmen and transfer students who responded that they do not plan to attend any college or university at this time but perhaps preferred to work. Although transfer students expressed minimal interest in such an option, the fact that one-fifth of these first-time freshmen did express interest suggests either that such a scheduling arrangement may have merit or that these students could be contacted and encouraged to enroll in the presently-established continuing education program.

Finally, the study sought to assess generally the effects of the colleges' recruitment and admissions policies and practices upon prospective students. With very few exceptions, it appears that the recruitment and admissions practices, including college publications, did not weigh heavily in the students' decisions to attend elsewhere. Two students who went elsewhere stated that printed material from the college did not provide an adequate description of what they needed to know. Thirteen students indicated they gained their impression of the scholastic reputation and quality of academic programs of other schools from their publications. Only a total of six prospective first-time freshmen or transfer students indicated either that their correspondence with college officials was unsatisfactory or that they received the admission notice too late to consider Shippensburg. The fact that so very few students were turned away by late notification supports the practice of a more deliberate review of applications in order to select the most qualified students and to more accurately attain admissions goals for academic programs.

Those students who responded to the item inviting suggestions as to how the college might improve the recruitment and admissions program at Shippensburg provided the following potpourri of comments: (1) expand the number of majors; (2) provide more information through catalogs and guidance counselors; (3) notify students of acceptance at an earlier date; (4) send a representative to college night; (5) campus and people should be more personable; (6) provide more financial aid information; and (7) have informed tour guides.

IMPLICATIONS FOR FURTHER STUDY

Limited resources in terms of time and personnel precluded a more proper and detailed statistical analysis of quantitative data. Future no-show studies should utilize the Statistical Package for the Social Sciences (SPSS) including the Codebook subroutine applied to independent and dependent variables and the Crosstabs subroutine for contingency table analysis.

This, of course, is a study of prospective students who did not select Shippensburg as their college but who matriculated elsewhere for a variety of reasons. It would be valuable, however, to conduct a study of those first-time freshmen and transfer students who did accept the offer of admission and who did matriculate at Shippensburg in September 1978. Such a study may very well produce responses contrary to those of these no-shows and may further identify those factors that appear to affect the student's choice of a particular institution, in this case Shippensburg. Wilkens (1976) conducted a study of this type as a doctoral dissertation. Surveying freshmen, sophomore, junior, and senior students, his study found that the factors influencing the final decision to attend Shippensburg were (relative) low cost and the physical appearance of the campus, respectively [12].

Because of the homogeneity of the cohort of prospective first-time freshmen and the availability of comparable information on these students, future studies should be limited only to these prospective respondents. Also, future no-show studies should consider additional variables of prospective students such as the socio-economic status of parents, differences in academic qualifications measured in terms of CEEB SAT scores and high school rank in class, racial-ethnic status, age, sex, geographic origin, high school, etc. Also, an effort should be made to assess the effects of the prospective students' contacts during campus visits with faculty, administrators, and students upon their decision not to matriculate at Shippensburg. Finally, there is a need to determine more specifically the formal and informal bases, i.e., college publications and promotional activities and comments of significant others, for prospective students' perceptions about the scholastic reputation or quality of academic programs at Shippensburg State College.

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APPENDIX A

Shippensburg State College

Shippensburg, Pennsylvania 17257
(717)532-1301

Office of the President

November 20, 1978

Dear Prospective Student:

At Shippensburg State College, we are always concerned when a capable student changes his or her plans and decides not to enroll at our College. I am aware of your decision not to attend Shippensburg this current Fall Semester and would appreciate learning what factors entered into your decision.

Would you please complete and return promptly the enclosed questionnaire. Your responses will be used for research purposes only and are confidential. Your participation in this study will assist us to continue to improve our recruitment and admission program for all students.

Thank you for your assistance. Please accept my very best wishes for success and happiness in your present endeavors.

Sincerely,

Gilmore B. Seaver

GBS:bjs

Enclosure

APPENDIX B

Shippensburg State College

Shippensburg, Pennsylvania 17257
(717)532-1301

Office of the President

December 20, 1978

Dear Prospective Student:

Recently I wrote to you and requested your assistance in an important study that we are conducting concerning students who were offered admission to Shippensburg for this current Fall Semester but who decided not to enroll. To date, we have not received a reply from you.

I would appreciate learning what factors entered into your decision not to attend Shippensburg. Would you please complete and return promptly the enclosed questionnaire. Your responses will be used for research purposes only and are confidential. Your participation in this study will assist us to continue to improve our recruitment and admissions program for all prospective students.

Thank you again for your assistance. Best wishes for a joyous holiday season.

Sincerely,

G. B. Seavers

Gilmore B. Seavers

GBS:lc

Enclosures (2)

Follow-Up of Applicants to Shippensburg State College

Please complete the questionnaire and return it in the enclosed postage-paid envelope to Director, Office of Institutional Planning and Research, Box #475, Old Main, Shippensburg State College, Shippensburg, PA, 17257.

If you are not enrolled in an institution of higher education this fall, please respond only to the questions on page 1.

If you are enrolled in an institution of higher education this fall, please respond only to the questions on page 2.

Please return this questionnaire by December 8, 1978.

If you are not enrolled in an institution of higher education this fall, please respond only to the questions on page 1

1. When you applied for admission to Shippensburg, how did it rank amoung the colleges you considered?

   ___ My first choice
   ___ My second choice
   ___ One of several I considered somewhat satisfactory

2. If Shippensburg was your first choice, check the one (1) factor from the list below that you think was the most important reason for selecting Shippensburg as your first choice?

   a. ___Impressed with the scholastic reputation of the College
   b. ___Impressed with the quality of the program for which I applied
   c. ___Close to my home
   d. ___Cost
   e. ___Parental advice
   f. ___Recommendation of high school guidance counselor
   g. ___Impressed with buildings and other physical aspects of the campus
   h. ___Other (please specify)_____

3. Among the considerations listed below, check the one (1) factor which you believe was the most important factor that influenced your decision not to attend college this year.

   a. ___I was not admitted to a school of my first choice
   b. ___I could not afford to attend any of the schools to which I was admitted
   c. ___I entered military service
   d. ___I chose to work rather than to enter college
   e. ___I was married or plan to marry
   f. ___I was needed at home
   g. ___I became ill
   h. ___I lost interest in attending college
   i. ___Other (please specify)_____

4. Are you still interested in attending college?

   ___ Yes ___ No

5. If the answer to item #4 is "yes," do you plan to enroll at Shippensburg at a later time?

   ___ Yes ___ No

6. Would you have enrolled at Shippensburg if the College offered evening or week-end classes to accommodate your schedule?

   ___ Yes ___ No

7. What additional comments could you make to help us continue to improve the recruitment and admissions program at Shippensburg?

8. If completed by a parent or guardian, please check here ___.

If you are enrolled in an institution of higher education this fall, please respond only to the questions on page 2.

1. When you applied for admission to Shippensburg, how did it rank amoung the colleges you considered?

___ My first choice ___ My second choice
___ One of several I considered somewhat satisfactory

2. If Shippensburg was your first choice, check the one (1) factor from the list below that you think was the most important reason for selecting Shippensburg as your first choice?

a. ___ Impressed with the scholastic reputation of the College
b. ___ Impressed with the quality of the program for which I applied
c. ___ Close to my home
d. ___ Cost
e. ___ Parental advice
f. ___ Recommendation of high school guidance counselor
g. ___ Impressed with buildings and other physical aspects of the campus
h. ___ Other (please specify)_____

3. Name of college/university now attending_____Location_____

4. Among the considerations listed below, check the one (1) factor you believe was most influential in your decision to enroll in the institution you name in item #3.

a. ___ Preferred to attend a college closer to my home
b. ___ Wanted a smaller school
c. ___ Wanted a larger school
d. ___ Parent(s) wanted me to go there
e. ___ Friends were going there
f. ___ Impressed with buildings and other physical aspects of the campus
g. ___ Impressed with the scholastic reputation of the school
h. ___ Impressed with the quality of program in which I enrolled
Program is_____
i. ___ Selected an area of study not available at Shippensburg
Area of study is_____
j. ___ Received a scholarship
k. ___ Received better financial assistance from the school than from Shippensburg
l. ___ Chose a less expensive school
m. ___ Printed material from Shippensburg did not provide an adequate description of what I needed to know
n. ___ Correspondence with college officials at Shippensburg was unsatisfactory
o. ___ Received admission notification from Shippensburg too late to consider
p. ___ Other (Please specify)_____

5. If you checked either "g" or "h" in item #4, check the one (1) factor upon which you feel this perception is based from the considerations listed below.

a. ___ Personal knowledge of that school's scholastic reputation and quality of academic programs
b. ___ Parental advice
c. ___ Recommendation of high school guidance counselor
d. ___ College/university publications
e. ___ Campus visit
f. ___ Other (please specify)_____

6. Did you visit the Shippensburg campus prior to deciding to attend another school?

___ Yes ___ No

7. If the answer to item #6 is "yes," under what circumstances did you visit the campus?

a. ___ Personal interview in Admissions Office
b. ___ Group interview sponsored by the Admissions Office
c. ___ Special program sponsored by an academic department, i.e., Physics Day, Elementary Education Day, Psychology Day, Mathematics/Computer Science Day, etc.
d. ___ Was on campus for an athletic, social, or cultural activity
e. ___ Visited on my own and did not meet with any administrators, faculty, or students

8. Did the campus visit to Shippensburg influence your decision to attend elsewhere?

___ Yes ___ No

9. If the answer to item #8 is "yes," please explain why.

_____
_____
_____

10. What additional comments could you make to help us continue to improve the recruitment and admissions program at Shippensburg?

_____
_____
_____

11. If completed by a parent or guardian, please check here ___.

SUMMARY OF FINDINGS

- Since 1972, an average of 1,302 students annually accepted the offer of admission to Shippensburg for a "yield rate" of 61%. Conversely, an average of 39% annually of those students offered admission over the same five-year period declined the offer of admission.
- In September 1977, 754 prospective first-time freshmen and 73 prospective transfer students were offered admission to the college but failed to matriculate.
- Sixty eight percent (68%) of all the prospective first-time freshmen who did not matriculate at Shippensburg were from the fifteen-county area from which the college draws most of its undergraduate students.
- Four-hundred and thirty nine (439) prospective first-time freshmen who responded to the questionnaire have matriculated at another college or university, with 81% attending a school in Pennsylvania and over half of these attending another state-owned college or university.
- Forty-eight percent (48%) of the prospective first-time freshmen who enrolled at other postsecondary education institutions ranked in the upper one-fifth of their high school class compared with 40% of the first-time freshmen who matriculated at Shippensburg.
- Half of the prospective first-time freshmen who matriculated at another school ranked Shippensburg neither first nor second among their choices but stated that it was but one of several schools they were considering.
- Impressed with the quality of the program or the scholastic reputation of the school, preferring to attend a college closer to home, and impressed with the buildings and campus are the reasons offered most frequently by prospective first-time freshmen who matriculated at a college or university other than Shippensburg.
- Impressed with the quality of the program or the scholastic reputation of the school, concern about the transfer of credits, and preferring to attend a college closer to home are the reasons offered most frequently by prospective transfer students who matriculated at a college or university other than Shippensburg.
- The desire to work rather than to enter college was the main reason offered by prospective first-time freshmen who chose not to attend any postsecondary education institution.

- Desire to work, lack of adequate finances, and marriage are the primary reasons offered by prospective transfer students for not matriculating at any post-secondary education institution.
- Sixty-three percent (63%) of the prospective first-time freshmen and sixty-eight percent (68%) of the prospective transfer students who matriculated elsewhere did visit Shippensburg prior to making their decision not to attend.